Conference Paper

Integration of Research and Design: A Textbook of Commercial Building Interiors for Business Branding

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ABSTRACT

An effective commercial building interiors textbook can be a valuable asset for businesses in building a strong and distinctive brand image. This textbook provides a complete guide to the interior design of commercial buildings with a focus on various building typologies, such as offices, healthcare facilities, lodging, culture and entertainment, shops, education, worship, and transportation. This research aims to develop a comprehensive framework for integrating research in the process of developing a commercial interior textbook as a business branding tool. Through an in-depth analysis of the characteristics of each typology, the textbook presents specific and relevant design principles. In addition, it also addresses important aspects such as business needs analysis, design concept development, and design presentation. Through literature review, content analysis, and interviews with experts, this research identifies five stages of integration: user needs identification, data collection, data analysis, design concept development, and evaluation. The results show that research integration can improve the relevance of the textbook to market and user needs, strengthen visual appeal, and provide more practical guidance for students and businesses. The framework developed in this study has the potential to develop interior design education by equipping students with relevant skills and preparing them to face the challenges of an increasingly complex world of work. Of the 100 respondents, 85% of students considered the content of this textbook to be quite complex and very detailed in discussing various types of commercial interiors. Likewise, examples of research results are included in the description as explanatory case studies. This Commercial Building Interiors textbook is expected to be a reference for students, interior designers, and academics in creating effective textbooks for business branding.

Keywords: Commercial Building Interiors, Branding, Business

Introduction

In the current development of the business industry, the presence and role of commercial building interior design is very important to create an unforgettable customer experience (Gobe, 2003). Commercial building interior design is not just about presenting aesthetics but also a long-term investment in a business (Noorwatha &Yupardhi 2018). Therefore, a textbook is needed as a guide for 5th-semester architecture and interior design students to be able to create commercial spaces that are not only functional but also aesthetic and able to attract visitors. This textbook is here to fulfill the need for in-depth and *up to date* references in commercial interior design. By combining design theory and practice in the field, this book provides a comprehensive understanding of designing commercial interior spaces that can increase productivity, create a strong brand image, and encourage business growth.

The Commercial Building Interiors course is an elective course for students of the Architecture study program of UPN "Veteran" Jawa Timur in semester 5 (five). This course is a studio course to support the core courses, namely Architectural Design 5 and Final Project Design

where students are required to design a commercial building including the interior space. This textbook is prepared to provide a detailed understanding of the principles of interior design applied specifically to commercial buildings. The material in this book not only presents theoretical insights, but is also equipped with case studies, workshops, and assignments to ensure a deep understanding of concepts and applicable skills. This book is designed for various levels of education, ranging from Architecture and interior Design students to practitioners who want to deepen their understanding of commercial building interior design or to take part in interior design competitions for commercial buildings. In addition, this book can also be a reference source for professionals and researchers in the field of architecture and design.

The content of the book is adjusted to the RPS of the Commercial Building Interior course for 1 semester and consists of 14 chapters, among others: Chapter I. Introduction to Commercial Building Interior Design; Chapter II. Analysis of Business Needs and Brandspace; Chapter III. Aesthetics and Principles of Commercial Building Interiors; Chapter IV. Commercial Building Interior Design Methods; Chapter V. Commercial Building Interior Concept; Chapter VI. Office Facility Interiors; Chapter VII. Interiors of Health Facilities; Chapter VIII. Interiors of Lodging Facilities; Chapter IX. Interiors of Cultural and Entertainment Facilities; Chapter X. Shop/Retail Interiors; Chapter XI. Interiors of Educational Facilities; Chapter XII. Interiors of Worship Facilities; Chapter XIII. Interiors of Transport Support Facilities; Chapter XIV. Presentation and Communication of Commercial Building Interior Design.

Material and Methods

The method used goes through 3 stages, namely the pre-drafting, drafting, and post-drafting stages. In the pre-drafting stage, a curriculum review was carried out related to the RPS in the Commercial Building Interior course. In the pre-drafting stage, the collection of library materials and other data sources used for the preparation of textbooks is carried out. Furthermore, chapters are carried out to classify the composition of the textbook so that it is sequential and easy for students to understand. The next stage is preparation, where at this stage the *outline* framework is made, and the contents of the book and *finishing*. Making an outline framework refers to the RPS that has been prepared. Writing the contents of the book per chapter according to the rules of the textbook, which consists of an introduction, presentation, and closing. The introduction consists of background, learning outcomes, and course learning outcomes. In the presentation section is an explanation of the learning material and conclusions. The closing section contains assessment and evaluation exercises. This book is also equipped with supporting images to make it clearer and more interesting to discuss the interior of commercial buildings. The refinement or *finishing* stage is the stage to complete the beginning to the end of the entire textbook including language editing, *layouting*, and other graphic completeness (Trsinawati et al., 2022).

In the process of printing this textbook through publishers who are members of IKAPI, namely Indomedia Pustaka. The ISBN management is carried out by Indomedia Pustaka while the Copyright management process is carried out by the proposing team on behalf of UPN "Veteran" Jawa Timur. This book will be printed using *printing* techniques due to the limited number of book prints. The stages of the book printing process can be seen in Figure 1.
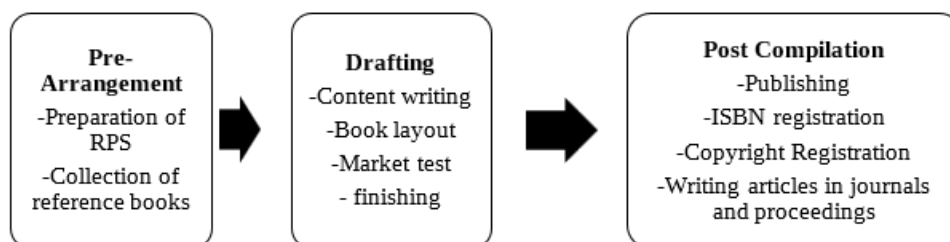

Figure 1. Stages of preparation of commercial building interior textbook

Results and Discussion

The results of the preparation of the Commercial Building Interior Textbook that have been achieved are in the form of a textbook consisting of 14 chapters and in accordance with the RPS of the Commercial Building Interior course. The stages of research and preparation that have been carried out include:

Pre-Drafting

At this stage, a review of the RPS of the commercial building interior course was carried out involving lecturers, students, and graduate users/partners. In this case, discussions were held with Studio Gursiji partners who had involved several students in the internship process. During the internship, students were given several cases of commercial building interiors so that they better understood the stages of generating design ideas.

Compilation of book content

The preparation of book content results in a textbook structure consisting of the following sections:

a. Front cover
   The selection of images on the cover implies a description of the content in the textbook (Hondro 2007), which in this case selected images of interior space cuts of commercial office buildings, restaurants, and hotels that show furniture and human activities in it. The image is packaged in a graphic format to make it look more attractive and in accordance with the character of the students. The book cover uses an A4 size Soft Cover that contains the title of the book, a snapshot of the image in the book, the author's name, and the publisher's logo. The colours used are brown, tosca, and white backgrounds that symbolise peace, and positive and optimistic impressions (Endriani & Indrawati, 2022).

Figure 2. Front cover of commercial building interior textbook

b. Title page
   The title page contains a repetition of the book cover and the author's name as it is on the front cover. The title page serves as an explanation of the book title before entering the core of the book.

c. Impresum
   Contains information such as title information, publisher name, author name, editor name, year of publication, print stage, legal number, and others. For publishers, we collaborate with Indomedia Pustaka, which has experience in book publishing.

Figure 3. Commercial building interior textbook impression

d. Foreword
   Contains a foreword from the chief researcher/book author that discusses the contents of the book and a little flashback about previous research. The preface also briefly explains the contents of each chapter in the textbook so that readers have an overview of the contents of the book.

e. Table of Contents
   The table of contents here contains the composition of the chapters arranged as a whole. This Commercial Building Interior textbook consists of 14 chapters. With the table of contents, it will make it easier for readers to browse certain content sections in this book.

f. Book content

g. This page is the core part of the Commercial Building Interior textbook which contains 14 chapters. The contents of the book are adjusted to the RPS of the Commercial Building Interior course for one semester. The following are the contents of the Commercial Building Interiors textbook:

   • Chapter I. Introduction to Commercial Building Interior Design
     This chapter of Introduction to Commercial Building Interior Design provides an in-depth understanding of the basic principles and concepts in designing interiors for commercial purposes. Commercial interior design is very important in the context of business and industry, as an attractive visual appearance can have a major influence on the success of a business (Piotrowski, 2016). The urgency of this course is due to changing consumer trends, technological developments, and innovations in design. Students are trained to understand how interior design can influence brand image, productivity, and customer satisfaction, which can change the commercial design industry. The course also focuses on aspects such as sus-

tainability, ergonomics, and technology integration that accommodate the evolution of modern design that considers aesthetics and environmental impact and the latest technology in the development of innovative and sustainable interior spaces.

- Chapter II. Business and Brandspace Needs Analysis.
  Chapter 2 discusses how to analyze business needs and their relationship with interior design. It also discusses how a company's branding can influence interior design.
- Chapter III. Aesthetics and Principles of Commercial Building Interiors
  This chapter discusses the principles and aesthetics in commercial building interiors which include balance, emphasis, colour, texture etc (Sofiana, 2015).
- Chapter IV. Commercial Building Interior Design Method.
  This chapter discusses several methods that can be used in the process of designing commercial building interiors.
- Chapter V. Commercial Building Interior Concept.
  This chapter discusses the importance of design concepts, which glue all the elements together into a cohesive whole. The interior design concept determines how the designer solves the design problem.
- Chapter VI. Office Facility Interiors.
  This chapter discusses more about the history of office interiors, design principles that must be considered in designing office interiors, and several case study examples.
- Chapter VII. Health Facility Interiors
  This chapter discusses more about the history of the interior of health facilities, its types, the principles of design principles that must be considered in designing the interior of health facilities, and several examples of case studies.
- Chapter VIII. Interior of the Lodging Facility
  This chapter discusses more about the history of the interior of the Lodging facility, its types, the principles of design principles that must be considered in designing the interior of the lodging facility as well as several examples of case studies.
- Chapter IX. Interiors of Cultural and Entertainment Facilities
  This chapter discusses more about the history of the interior of cultural and entertainment facilities, its types, the principles of design that must be considered in designing the interior of cultural and entertainment facilities, and several examples of case studies.
- Chapter X. Store/Retail Interiors
  This chapter discusses more about the history of store/retail interiors, the principles of design principles that must be considered in designing store/retail interiors, and some case study examples.
- Chapter XI. Interiors of Educational Facilities
  This chapter discusses in more depth the history of the interior of educational facilities, its types, the principles of design that must be considered in designing the interior of educational facilities as well as several examples of case studies.
- Chapter XII. Interiors of Worship Facilities

This chapter discusses more about the history of the interior of worship facilities, the kinds, the principles of design principles that must be considered in designing the interior of worship facilities, and some examples of case studies.

- Chapter XIII. Interior of Transport Support Facilities
This chapter discusses more about the history of the interior of transportation support facilities, the various types, the principles of design principles that must be considered in designing the interior of transportation support facilities, and several examples of case studies.

- Chapter XIV. Presentation and Communication of Commercial Building Interior Design
This chapter discusses the importance of effective communication in various fields, including interior design.

- Bibliography
This section contains book sources used to make commercial building interior textbooks.

- Author profile
This section contains a brief history or biodata of the author/ compiler so that the reader can know briefly the identity of the author/ compiler.

- Back cover
This section contains a summary or synopsis of the textbook that briefly explains the contents of the book.
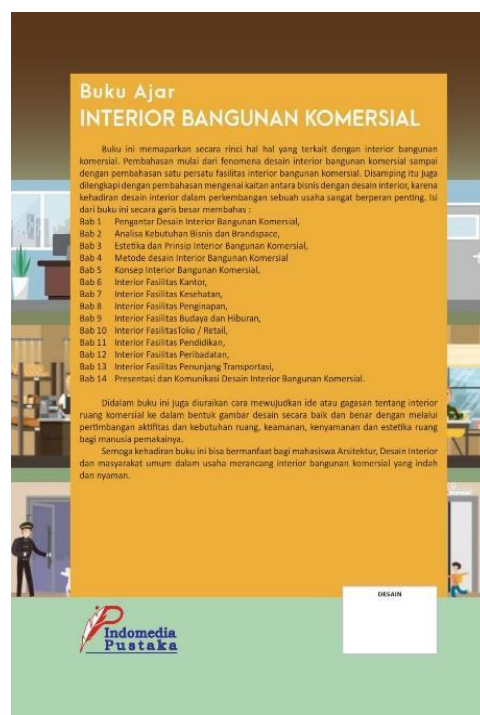

Figure 4. Back cover of commercial building interior textbook

The next stage is the draft book that has been produced by conducting a usage test for 5th-semester students by giving a questionnaire in Google form format which contains the draft contents of the commercial building interior book. From the results of the questionnaire, 85% of

students considered the contents of this textbook to be quite complex and very detailed in discussing various types of commercial interiors. Likewise, examples of research results are included in the description as explanatory case studies. This Commercial Building Interiors textbook is expected to be a reference for students, interior designers, and academics in creating effective textbooks for business branding.

Conclusion

The 14-chapter Commercial Building Interiors textbook discusses in detail market trends, functional needs, understanding the target audience, and combining research and the interior design process to create effective commercial spaces. Good interior design will be a visual representation of brand identity and company values. The stages in learning this textbook consist of the basic knowledge stage in chapters 1-5, the application stage in chapters 6-13, and finally the presentation stage in chapter 14. All of these chapters can be a guide for students to be able to design interior design concepts for commercial buildings that are relevant and attractive.

The overall design of this commercial building interior textbook is made with a light, fun, attractive concept by presenting a cartoon version of the commercial building interior image cover design with brown, tosca, and white colours that symbolize peace, positive and optimistic impressions that match the purpose of this commercial building interior textbook.

Acknowledgment

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